

# **Request for Proposals**

**City of Detroit, Charter Revision Commission (2009)**  
**65 Cadillac Square, 32<sup>nd</sup> Floor, Cadillac Tower Building**  
**Detroit, Michigan 48226**  
**313-628-2517**

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**2009 Charter Revision Commission: Officers** Freman Hendrix, Chairman, Jenice Mitchell Ford, Vice Chair,  
**Members:** Cara J. Blount, Ken Coleman, Reggie Reg Davis, Ken Harris, Teola P. Hunter, John Johnson, Rose Mary C. Robinson  
**Staff:** Gregory Hicks, Executive Director, Lamont Satchel, General Counsel

## **SERVICES REQUESTED: AUDIO-VISUAL SERVICES**

**(May 12, 2010) - Issued by the 2009 City of Detroit Charter Revision Commission  
at the May 11, 2010 Commission Meeting**

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### **I. INTRODUCTION**

The City of Detroit Charter Revision Commission ("Commission") requests proposals from qualified vendors to provide audio-visual services as described herein.

### **II. ADHERENCE TO TERMS OF PROPOSALS**

A proposal once accepted by the Commission, may become a binding contractual obligation of the vendor. The failure of a successful vendor to accept this obligation and to adhere to the terms of the vendor's proposal may result in rejection of the proposal and the cancellation of any provisional award to the vendor.

### **III. REJECTION OF PROPOSALS**

The Commission expressly reserves the right to reject any and all proposals, waive any non-conformity, re-advertise for proposals, to withhold the award for any reason the Commission determines and/or to take any other appropriate action that is in the best interest of the Commission.

### **IV. PURPOSE/GENERAL GOALS**

This Request for Proposals (RFP) solicits services for the taping and/or recording, editing and the development of production quality film/electronic and/or magnetic tapes of the regularly scheduled meetings of the Committee of the Whole, City of Detroit Charter Revision Commission. The intent of this RFP is to create competition between vendors resulting in a cost efficient solution(s) for the goods, services and products outlined in this RFP. Deliverables associated with this RFP include:

- 1.A. Gavel to gavel footage/coverage, pre and post production
- 1.B. Special edits footage/coverage, pre and post production

### 1.C. Promotional footage/coverage, pre and post production

The Commission shall retain all rights and privileges as well as originals, masters and copies of all of the products generated from any contracted services under this RFP including raw footage/coverage, promotional footage/coverage, gavel to gavel footage/coverage, special edits and all other products that create an image, likeness, or post-production image or likeness of the Commission in video or audio formats or any other formats generated under the contracted services under this RFP.

No film, electronic media, magnetic tapes, image, likeness or pre or post production footage/coverage (video or audio) shall be released by the vendor under this RFP without the express authority of the Commission.

The products associated with this RFP shall have broadcast quality, as determined by the Commission. The vendor shall detail in this proposal key components of all products, schedules, creative concepts, image creations and special pre and post production products for consideration under this RFP. The post-production product must comply with the standards and technical requirements of similar production products of the City of Detroit Cable Commission or other commercial broadcast entity.

The product and/or services intended under this RFP is to increase the awareness of the work of the Charter Revision Commission. The target audiences for the products generated under this RFP are the residents, civic, labor and political organizations, businesses and other stakeholders within the City of Detroit.

An additional purpose of the products generated under this RFP is to preserve an electronic and visual record of the proceeding of the Charter Revision Commission.

### **V. RELEVANT/INTERESTED VENDORS**

This RFP is intended for audio/visual, pre and post production companies in the film and electronic media industry, who can demonstrate their capacity to complete the work described in this RFP. The company shall have the capacity and demonstrate to the Commission its ability to complete the work without assignment to other companies or individuals not associated with the company.

### **VI. OBJECTIVES/PROJECT DETAILS**

The vendor is required to complete on a pre-determined schedule all products required under this RFP. If the vendor fails to do so, the Commission shall, in its judgment, terminate the contract without consideration. All materials generated or subject to this contract upon termination shall be returned to the Commission within 24 hours of the termination notice.

The project under this RFP is the taping and/or recording, editing and post-production services associated with the taping and/or recording of the regularly scheduled meeting of the Commission, which includes transfer of recordings to formats that allow for replay or rebroadcast over the internet and other electronic or digital replay media. The vendor

responding to this RFP shall describe in written form, using the outline of this proposal, a cost effective solution for the above services. A recommended room layout of the Commission's full meetings is included on page 9 of this RFP.

## **VII. REQUIREMENT AND PERFORMANCE STANDARDS**

Vendors are expected to provide an index of the response to the RFP marked as **(ATTACHMENT A)**.

- The vendor shall describe any and all quality control measures that will be used in the performance of this RFP. **(ATTACHMENT B)**
- The vendor must include a description of the technical capacity of the vendor and its services in a clearly marked attachment **(ATTACHMENT C)**.
- The vendor must provide a detailed statement of the ownership, investors and/or any individual, firm or organization that shall or might directly or indirectly benefit from the performance of the services outlined under this RFP. **(ATTACHMENT D)**
- The vendor shall describe and provide copies of materials or products produced by the vendor for another client (past or current) of the vendor, which are representative of the product required under this RFP. **(ATTACHMENT E)**
- The vendor shall describe any technical solutions to be used by the vendor to produce products in a cost effective manner under this RFP. **(ATTACHMENT F)**
- The vendor must certify to the Commission that it has paid city taxes or has arranged to pay city taxes or other obligations owed to the City of Detroit and that it has not been debarred from doing business with the City of Detroit or other governmental agency. If the vendor has a record of non-performance or has been barred from contracting with the City of Detroit or any other governmental agency the vendor shall not qualify under this RFP. **(ATTACHMENT G)**
- The vendor must be organized as a corporate entity, public or for-profit, under the laws of the State of Michigan or any other state within the USA. For-profit corporation incorporation papers are to be attached to the responses to the RFP. **(ATTACHMENT H)**
- The vendor shall describe and provide a list of five references (with contact information) of past or current clients who have used the services of the vendor within the last 18 months. Clients will be contacted as part of the evaluation associated with this RFP **(ATTACHMENT I)**.
- The vendor shall describe and provide information on any pre and post production timetables associated with this RFP. **(ATTACHMENT J)**

- The Vendor shall list in this proposal all expected deliverables, including the products and services already listed in this proposal for review and consideration by the Commission. (**ATTACHMENT K**)

The Commission shall not provide any additional amplification, clarifications or information beyond the RFP. The vendor is expected to have knowledge of the industry, costs, quality and performance standards to respond to this RFP.

### **VIII SUBMITTAL INSTRUCTIONS**

One (1) original and seven (7) copies of your sealed proposal must be received by the Commission no later than 5 p.m., local time, May 28, 2010. Each vendor is responsible for ensuring that its proposal is received by the Commission on a timely basis. The Commission shall not extend the due date for proposals on the basis that the U. S. Postal Service or another mail courier has lost or failed to deliver a proposal.. The Commission is not responsible for proposals delivered to the wrong location. Faxed proposals will not be accepted. Proposals received late will be returned unopened. The outside of the sealed proposal submitted shall be clearly marked as follows:

- Title of Proposal
- Company Name and Address
- Due Date of Proposal

***The Commission will not be responsible for unmarked or improperly marked proposals or for proposals delivered to the wrong location. Please mark original as such for ease of identification. The proposal shall be submitted to the following address:***

City of Detroit Charter Revision Commission  
65 Cadillac Tower, Ste. 3210  
Detroit, MI 48226  
Attention: *Gregory Hicks, Executive Director*

Vendors shall not distribute their proposals to any Charter Commissioner or City of Detroit office or Commission employee. Proposals received become the property of the Commission. The Commission is not responsible for any costs associated with preparation or submission of proposals. Proposals received will be subject to disclosure under the Freedom of Information Act, where applicable. An officer of the company authorized to bind the company to a contractual obligation with the Commission must sign the proposal. The contact person regarding the proposal should also be specified by name, title, and phone number. All vendors submitting a proposal in response to the RFP will be notified in writing as to the Commission's recommendation for award.

### **IX. VENDOR PERFORMANCE HISTORY (ATTACHMENT L)**

The vendor shall provide the following information:

1. Identify in detail at least 3 similar projects by name, subject matter, location, vendor's services provided and the length of time vendor's

service were provided on each. Included in this information shall be the description of services provided and the time period during which the services were provided.

2. Identify vendor's key personnel working on the projects identified in paragraph 1 above;
3. Identify any projects in which the vendors contract was terminated for any reason.
4. Identify any claims or lawsuits that have been brought against your organization as a result of any services provided within the last 10 years.
5. Provide copies of your organization's financial statements for the previous three years; and
6. Provide an organization chart indicating the key personnel who will provide services resulting from this RFP. Also provide a resume for each of the key personnel.

#### **X. CONSTRAINTS ON BUDGET, SCHEDULE, AND DESIGN**

The services associated with this RFP shall not exceed \$25,000.00 over a 12 month period. The vendor is required to provide unit pricing (cost per meeting, pre and post production included) as well as a detailed budget for the project. The vendor is also required to report in its response to this RFP the expected profit that it is expected to generate as a result of this project (**ATTACHMENT M**).

The vendor shall also supply a PERT chart (design elements) and/or a schedule of financial performance requirements (cash expenditure expectations) and a recommended payment schedule under this RFP (**ATTACHMENT N**).

The cost of materials or the reproduction of materials required to respond to this RFP shall not be included in any pricing associated with this RFP. If awarded, the vendor shall not seek reimbursement for products or materials used in responding to this RFP.

#### **XI. OTHER RESOURCES PROVIDED**

The vendor is expected to provide subject matter expertise, market research, technical documentation, equipment or facilities, and any other resources that will be necessary for performance under this RFP. Please include a statement of these resources and label as (**ATTACHMENT O**).

#### **XII. CRITERIA FOR EVALUATING SUCCESS**

All proposals which meet the required format of this RFP will be evaluated. Any proposal determined to be non-responsive to the specifications or other requirements of the RFP, including instructions governing submission and format, will be disqualified unless the Commission's Executive Director determines, in his sole discretion, that non-compliance is not substantial or that an alternative proposal by the vendor is acceptable. The Commission's Executive Director may also, at his discretion, make site visits at vendor's facility and may request a demonstration of vendor's system or products.

Evaluation of the RFP shall contain three steps –

(1) Compliance with the form and documentation required by the RFP shall be provided by the staff of the Commission. Any vendor not considered responsive by failing to provide a response to each component of the RFP shall not advance to the next stage of consideration under the RFP.

Compliance shall be reported as

- (A) “Fulfilled the form and document requirement of the RFP” or
- (B) “Did not fulfill the form and document requirement of the RFP”

(2) Technical evaluation and soundness of technical solution(s) shall be provided by the City of Detroit Cable Commission or any other entity which has the specialized knowledge to provide an expert technical evaluation. Points shall be awarded as follows:

- (A) Conceptualization or understanding of the technical requirements of the project(s) – 25 points
- (B) Unique or cost effective technical solution(s) – 25 points
- (C) Previous demonstrated performance in or on a project with similar complexities – 25 points
- (D) Pricing- 25 points

(3) Evaluation of financial capacity shall be provided by the Commission’s Budget Committee.

- (A) Financial capacity of the vendor to complete the project or stay solvent over the course of the project – 50 points
- (B) Evidence of equipment, control over equipment and professional personnel required to perform under the standard set by the RFP – 25 points
- (C) Examination of budget, case expenditures flow and expected profit to allow for performance for a 12 month period under the standards set by this RFP – 25 points.

(4) Points for Detroit Based and Headquartered Businesses

- (A) Detroit headquartered business -15 points
- (B) Detroit based business - 5 points

### **XIII. CONTRACT APPROVAL**

Upon contract award, the Commission and the vendor shall execute a Professional Services Contract, which shall contain all contractual terms and conditions in a form provided by the Commission. No contract shall become effective until the contract has been approved by the Commission and signed by the Commission’s Chairman and Executive Director. Prior to the completion of this approval process, the vendor shall have no authority to begin work under the contract. Terms and conditions necessary to write a contract (price, scope of services, etc.) must be finalized within two weeks after the award of the RFP.

Failure to finalize terms and conditions may result in disqualification and /or rejection.

#### **XIV. REQUIRED CONTENT**

##### **Letter of Transmittal**

The prospective vendor's proposal shall include a letter of transmittal signed by an individual or individuals authorized to bind the prospective vendor contractually. The letter must state that the proposal will remain firm for a period of one hundred twenty (120) days from its due date and thereafter until the prospective vendor withdraws it, or a contract is executed, or the procurement is terminated by the Commission, whichever occurs first.

##### **Accuracy and Completeness of Information**

All information pertaining to the prospective vendor's approach in meeting the requirements of the RFP shall be organized and presented in the prospective vendor's proposal. The instructions contained in this RFP must be strictly followed.

Accuracy and completeness are essential. Omissions and ambiguous or equivocal statements will be viewed unfavorably and may be considered in the evaluation. Since all or a portion of the successful proposal may be incorporated into any ensuing contract, all prospective vendors are further cautioned not to make any claims or statements that cannot be subsequently included in a legally binding agreement.

In your introduction, please include, at a minimum, the following information and/or documentation:

- ❑ A statement to the effect that your proposal is in response to this RFP;
- ❑ A brief description of your firm;
- ❑ The location of the firm's principal place of business and, if different, the location of the place of performance of the contract;
- ❑ A commitment to perform the requested work in accordance with the requirements outlined in this RFP;
- ❑ The name and contact information of the of the firm's partner and or manager(s) that will be in charge of this project;
- ❑ The firm's financial solvency, fiscal responsibility and financial capability;
- ❑ The age of the firm's business and the average number of employees during each of the last three (3) years;
- ❑ The firm's current tax status and Federal Employer Identification Number; and

Evidence of any licenses or registrations required to provide the services under this contract.

#### **XV. MODIFICATION OF SERVICES AFTER CONTRACT APPROVAL**

The Commission reserves the right to modify the services provided by the vendor awarded a contract. Any modification and resulting changes in pricing shall be made by amendment to the contract by the Vendor and the Commission.

#### **XVI. CHANGES IN FACT**

Proposers shall advise the Commission prior to the award of any changes in the principal officers, organization, financial ability of, or any other facts presented in the proposal with respect to the proposer or the proposal immediately upon occurrence.

#### **XVII. NEWS RELEASE**

News releases pertaining to these proposal specifications or the provisions to which they relate shall not be made without prior approval of the Commission and then only in coordination with the Commission.

#### **XVIII. CHANGE IN PROPOSAL REQUIREMENTS**

The Commission may make changes to the requirements of this RFP, as it deems necessary. Such changes, if made, will be in writing, issued through the City of Detroit Charter Revision Commission and will be sent to each Vendor who is on record as having requested a copy of the RFP. If changes are made, the Commission may, at its discretion, extend the time allowed for submission of proposals

#### **XIX. APPEALS**

Appeals in connection with the RFP must be brought to the Commission's General Counsel within five (5) days of the award notification date. Failure to submit a timely appeal will result in forfeiture of your right to appeal. Appeals must contain a clear reason for the appeal and a statement describing specific issues under appeal. Supplemental documentation beyond the original requirements of the RFP will not be accepted or substituted to support any appeal.

#### **XX. CONTACT INFORMATION**

Provide complete contact information as well as the primary contact for this proposal. (ATTACHMENT P).



## KEY TIMELINE AND EVALUATION SCHEDULE:

May 11, 2010	Bid release date
May 28, 2010	Close of bid period.
May 31-June 4, 2010	Technical consideration on completeness of application.
June 7-11, 2010	Technical evaluation by Cable Commission and/or DPI.*
June 14-18, 2010	Presentation/review to subcommittee for consideration; committee to make recommendation to Full Board of Commissioners
June 22, 2010	Projected award date.

